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# Spotlight

## ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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### CURRENT SERIAL RECORDS

#### LENNARTSON NAMED FAS ASSOCIATE ADMINISTRATOR

Roy W. Lennartson, who has been Associate Administrator of the Consumer and Marketing Service, has been named Associate Administrator for the Foreign Agricultural Service. Mr. Lennartson fills the post vacated when Clarence R. Eskildsen moved up to become Deputy Assistant Secretary for International Affairs.

Mr. Lennartson was reared on a farm in northern Minnesota, and is a graduate of the University of Maryland. He joined the Department of Agriculture in 1936, with the Farm Credit Administration. After Army service from 1942 to 1945, he returned to the Department as Assistant Director of the Poultry Branch in the Production and Marketing Administration.

In 1951, he was named Assistant Administrator for Marketing with that agency. In 1953, Mr. Lennartson was named Deputy Administrator in the newly organized Agricultural Marketing Service. He held that position until June 1961, when he was appointed Associate Administrator of the agency, and became Associate Administrator of the Consumer and Marketing Service when that agency was formed in February of 1965.



Roy W. Lennartson, the new FAS Associate Administrator

#### HOUSE HEARINGS HELD

Hearings on the market development program were held before the Subcommittee on Foreign Agricultural Operations, House Agriculture Committee, July 19-20.

The subcommittee showed a great deal of interest in the program and appeared to be pleased with the



progress made during the past few years. Copies of the proceedings are being printed and will be made available to cooperators and others in the market development program.

In testifying, Secretary of Agriculture Orville L. Freeman said in part:

Our foreign markets have seemed particularly promising and we have worked hard to develop that potential. Together, we have achieved results of which we can be very proud.

Had dollar exports of farm products not continued to climb during the 1960's, we would not have had \$7.3 billion in cumulative dollar earnings that have been added to our balance of payments.

FAS Administrator Raymond A. Ioanes brought out these points:

The legislation under which the program operates has been an excellent tool for expanding foreign markets.

Cooperation with trade groups has proved workable, but demands flexibility since cooperators work under a great variety of conditions.

The administrative growing pains are mostly behind us.

Government expenditures in the program are still relatively small, but the program is growing.

Looking ahead, we see a growing role for market development.

FAS Assistant Administrator David L. Hume gave a chart presentation of the organization and development of the program, including the marketing plan, trade promotion activities, and support of the cooperators and allied trade and industry groups.

Cooperator representatives testified at the second day of the Hearings.

An overall statement by former Congressman Clifford G. Hope on the progress of the program was read by William G. Lodwick, Millers' National Federation.

Clarence D. Palmby, Executive Vice President, U.S. Feed Grains Council, spoke for the agricultural commodities reflecting an upward trend in exports.

Donald F. McMillan, member of the Board of Directors, California-Arizona Citrus League, commented on activities for new U.S. agricultural products in foreign markets.

E. Hervey Evans, President, Cotton Council International, told of the problems of commodities fighting to hold their place in markets overseas.

Mearl H. Gifford, President, Great Plains Wheat, spoke on the services being rendered for commodities moving under the PL 480 program.

## REPORT FROM BEIRUT

Dara Khurody, Dairy Society International representative in Beirut, writes of his experiences during the Mid-East crisis.

When the Arab-Israeli war erupted, DSI and the Foreign Agricultural Service cabled Khurody not to hesitate to leave with the U.S. Embassy employees and others who were being evacuated, and to take guidance from the Agricultural Attache, Dan Sheppard. Khurody cabled back that he was staying on in Beirut.

On June 5, the day war started, the Attache briefed Khurody on procedures, should he decide to leave the country.

The next day "there was a large procession of AUB (American University Beirut) students in front of the U.S. Embassy." Evacuation started the next day, with some 4,500 Americans airlifted to Cyprus, Greece, Italy and Turkey.

Night curfew and blackout had been imposed on June 5, but street lights

were back on by June 11. "Purchase and hoarding of food stuffs continued only up to 7th evening, by which time the cease-fire decisions taken by the Security Council were known." Banks were closed all week, reopening June 12.

On the whole the week was uneventful, Khurody said, "except for Saturday 10th, when large and excited processions went through certain parts of the city.

As to trade, Khurody talked with a number of importers and others. "The general feeling is that although it is too early to predict the future trend, there is optimism that within a couple of months (if not earlier) things will settle down as before . . . The Dollar/Lebanese Pound rate has not altered much . . . In the merchant community, there is no specific ill feeling and the business man's attitude prevails, viz, he will trade with anyone, if he can make money!"

### FAS-COOPERATOR LUNCHEON

Progress and hopes for expanded market development operations were expressed at the July 25 FAS-Cooperator luncheon. Twenty-two representatives of thirteen cooperator organizations attended.

John D. Ritchie, Regional Vice President of the American Plywood Association was introduced to the group. The Association has been approved as a cooperator and plans for market development activities are now being worked out.

Lee Campbell, Institute of American Poultry Industries, led a discussion on the recent market development hearings in Washington. Clarence Palmby, U.S. Feed Grains Council, Glenn



A new cooperator, the American Plywood Association, meets with FAS to plan market development activities. Shown, left to right, are Keith Vice, FAS; John D. Ritchie, Regional Vice President, APA; Berk Beukenkamp, FAS; Harold O. Schadt, Manager, Export Department, APA; and Jim Howard, FAS.

Pogeler, Soybean Council of America, and Joe Parker, International Trade Development Board, reported for the cooperators.

Berk Beukenkamp, FAS, spoke on plans for cooperator participation in the April 5-21 Tokyo trade fair. Seventeen cooperators are planning to take part.

### PUBLICATIONS OF INTEREST

*Overseas Business Reports*, published weekly, U.S. Department of Commerce.

The publication contains business reports and profile studies that would be of interest to cooperators and others in the market development program.

The subscription price is \$13 a year (\$5 additional for foreign mailing). Orders should be sent to the superintendent of Documents, U.S. Government Printing Office, Washington D.C. 20402.



## STEINBACH APPOINTED NCC PROMOTION CONTROLLER

Ray Steinbach, Assistant Executive Director for Cotton Council International, is joining the National Cotton Council New York staff as Controller of Promotion for the \$8 million program in the U.S. under the new Cotton Research and Promotion Order.

The Cotton Board created under the Research and Promotion Order has contracted with the Cotton Producers Institute to administer the program. The projects will be serviced by the National Cotton Council.

Ray has been working out of the Cotton Council International Washington office since 1963, following 8 years as the CCI European Director. His services will continue to be available to CCI as a part-time consultant for promotion and management.

## STATE SEAL OF QUALITY

John D. Stiles, Director, Division of Marketing, Florida Department of Agriculture, described the Florida State Seal of Quality program at the National Marketing Service Workshop in Lincoln, Nebraska, April 11-13.

The Sunflavor state seal provides a simple and effective means of advertising and merchandising quality Florida farm produce. It is to complement, rather than replace, individual brand names, Stiles said.

The program was developed out of an Act of the Florida Legislature in 1963 to provide a way to market and promote its farm products under one easily-recognized seal of quality.

The Florida agricultural department is authorized to license participating agricultural producers within

the state to use the Sunflavor seal in identifying produce they ship. The produce must meet the Sunflavor standards of quality. Regular government inspectors are utilized for the inspection process.

The fees collected for produce shipped under the Sunflavor label are used for promotional and educational purposes--in activating the trade to improve the quality of the produce shipped and in building up a quality image with consumers for Florida state products.



Sandwich Shindigs (parties featuring do-it-yourself sandwiches) are gaining popularity in the Philippines as the result of a National Bread Promotion sponsored by Wheat Associates and the Philippine flour millers. Shown (second from right) is Pilar Pilapil, Miss Philippines of 1967, and (left) Mrs. Stella Marques Araneta, a former Miss International winner.

## COTTON PROGRAM DEVELOPING

Plans for international promotion and research for cotton were discussed and approved at government-industry meetings in Brussels and Amsterdam.

Specialists of the International Institute for Cotton staff, country direc-

tors and regional representatives, and cooperators from countries in Western Europe and Japan met in Brussels June 6. This was followed by a meeting of the General Assembly of IIC in Amsterdam June 9-10, and the Twenty-Sixth Plenary Meeting of the International Cotton Advisory Committee in Amsterdam June 12-22.

Initial operations of the Institute are underway in 14 countries. Freshness and comfort is the generic message of the promotional campaigns. The paid advertisements include the name of the manufacturer.

Cooperative promotion agreements have been signed with trade and industry associations in nine countries and with two international organizations. Under the terms of the agreements, the local organizations pay at least half the cost. IIC also has arrangements for cooperative cotton promotion with over 300 leading garment makers and weavers which will further multiply the Institute's promotion efforts.

The research will indicate the volume of cotton and competing fibers consumed, the trends and reasons for such trends, consumer requirements for principal products and the means of motivating consumer buying. Other studies will determine the precise targets, the best media, and the most effective messages. Research will then be used to measure the effects of the advertising, merchandising and public relations programs.

### ATTACHE ASSIGNMENTS

*Fred Lege*, Livestock and Meat Products Division, arrived in Canberra last month, as Agricultural Attache to Australia.

*Ford Milam*, formerly an attache and most recently with IADS, is to be

the Agricultural Attache in Lisbon, replacing *Larry Thomasson*, who is coming in for a FAS/Washington assignment.

*Dalton Wilson*, Agricultural Attache in Guatemala City, will be moving to Lima this month. He will be replacing *Fred Traeger*, who is to be the Agricultural Attache in the Philippines.

### PLANS FOR ANUGA

Assistant Secretary George L. Mehren has accepted an invitation from the Mayor of Cologne, West Germany, to participate in the September 30 opening day ceremonies of ANUGA, the world's largest food fair.

Four commodity cooperators, rice, raisins, poultry and soybeans, and over one hundred U.S. food processors will display their food products in the U.S. exhibit.

Also featured will be a Hall of States where food marketing representatives from twelve states, Florida, Illinois, Iowa, Maine, Michigan, Minnesota, Mississippi, New York, Pennsylvania, South Carolina, Virginia, and Wisconsin, will show the latest in food products from their area.

Following ANUGA, the state participants will display their products in an exclusive trade-only state exhibit at the U.S. Trade Center in London.

### CLING PEACH MOVES OFFICE

The California Cling Peach Advisory Board has moved its European office from Frankfurt to Brussels and Percy A. Rideout, the Board's European Trade Promotion Director, has established the office at 36 Avenue du Diamant, Brussels 4; Telephone: 36 06 97.





## HERE and THERE

*The Caracas July 29 earthquake* damaged the homes of two Great Plains Wheat employees. The apartment of Andre Abrajano, who had just arrived with his family to take over as the new Caracas office director, was so badly damaged that the Abrajano's had to move to new quarters. The home of his assistant, Alvaro Carranque, also suffered some damage.

*Four beef seminars* were recently held in Amsterdam, Zurich, Geneva and Paris. The FAS seminars were conducted by Ellard Pfaelzer, a leading U.S. purveyor of quality meats. Members of the hotel and meat purveyors association supplied the primal cuts of beef. Many chefs, restaurant owners and meat importers attended.

*The Soybean Council* has moved to new quarters at 1501 Wilson Boulevard, Arlington, Virginia. The new office is directly across Oak Street from the former office at 1401 Wilson Boulevard. The mailing address remains the same--P.O. Box 9153, Arlington, Virginia, 22209.

*Enoch Lachinian* is the new Country Director in charge of market promotion activities of the Soybean Council office Tehran, Iran. He was born in New York City, received his formal education at Georgetown University and the University of Paris, and has had experience in government and private business with emphasis on foreign trade. Lachinian replaces Iraj Dehlavi, who has accepted a position with Pfizer-Iran in Tehran.

*The Canadian Cotton Council* has been having a busy round of activities. From April through June they sponsored a retail advertising/merchandising campaign involving the cooperation of 167 major department stores, conducted 70 retail sales training classes, and distributed 10 films and 1,553 booklets to schools and various institutions throughout Canada.

*Nearly 10 million loaves of Golden Toast* were produced in West Germany last year. The 1967 production is expected to be about 14.5 million loaves. A Golden Toast Association was developed by Great Plains Wheat in 1963 as a means of promoting U.S. bread wheats in the German market.



*Dairy Society International* is printing a brochure on Toned Milk for trade distribution in countries trying to extend local high-fat milk supplies. The basic text was prepared by D. N. Khurody, DSI's regional coordinator for Asia, who originated the milk-supply-stretching technique.

*Market development wheat films* have recently been shown on a number of Philippine TV programs through contacts established by the Wheat Associates nutritionist, Elizabeth Roca.

*Joellene Vannoy*, home economist for Wheat Associates, has been busy with publicity. During a recent Bakers Training Course in India, interviews were given to six newspapers. A 15-minute tape was cut for national distribution on the English program of the government owned All India Radio. A 3-minute talk on the Baking Training Course was also given on the Voice of America.

*Robert Wicks*, a recent graduate of Pennsylvania State with a B.S. degree in agricultural economics, has joined the Trade Projects Division and is working with Keith Vice in the Project Coordination Branch. He replaces Ken Howland, who is leaving for an attache assignment.

*A bakers training program has been approved for Venezuela* with schools in Caracas, Maracaibo and Puerto LaCruz. Great Plains Wheat and INCE (Venezuelan Vocational Training School) will be working together in developing the curriculum, selecting the instructors and ordering of equipment. A local bakers' association will promote the program and assist in selecting the instructors and students.

*Allan Hunt*, Country Director for Wheat Associates in New Delhi, was operated on for ulcers, July 13. As of August 8, he was reported to be progressing satisfactorily.

*An Indian Grain Mission and a Taiwan Wheat Industry team* will be visiting the U.S. this month to inspect wheat production areas and marketing facilities. In September, a Japanese Flour Millers team will be arriving, leaving just before the arrival of a Japanese Food Agency team who will tour the U.S. and have a series of top level USDA meetings.

*Bob Adcock*, Agricultural Attache in Kuala Lumpur, Malaysia, would like to see more market development visitors. He writes, "Inform the travelers that the flights into Kuala Lumpur and on to Bangkok are excellent and frequent."

*The Berlin Green Week Exposition*, January 26-February 4, 1968, will feature a U.S. food exhibit manned by West German import agents for American companies. Recent Green Week Fairs have attracted over 400,000 food buyers from over a dozen countries.

